Lead Capture, Capture & Nurturing: Marketing and Business **Development – Where They Intersect – Group** Discussion

GovCon IDEATORS

Moderated by:

Lisa M. Sherwin Wulf Founder and Marketing Consultant LSW Marketing, LLC <u>lisa@lswmarketing.com</u> 703-350-3150 <u>https://www.linkedin.com/in/lisa-</u> m-sherwin-wulf/

Jim Marshall Marshall Consulting LLC <u>jpmarshall@satx.rr.com</u> 210 259-3353

March 5, 2024

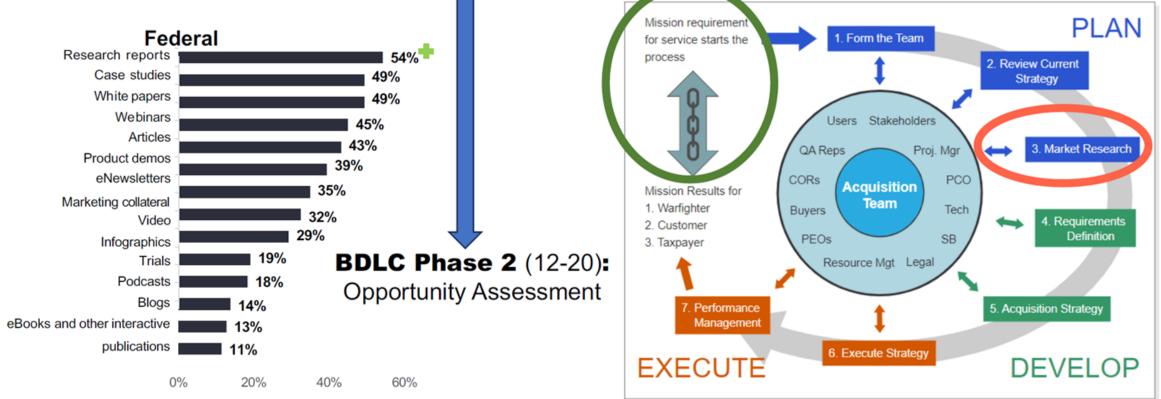


Where do lead capture and business development capture intersect?





Educating & Informing in the Buying Process Exploring Options, Learning, and Conducting Early Research



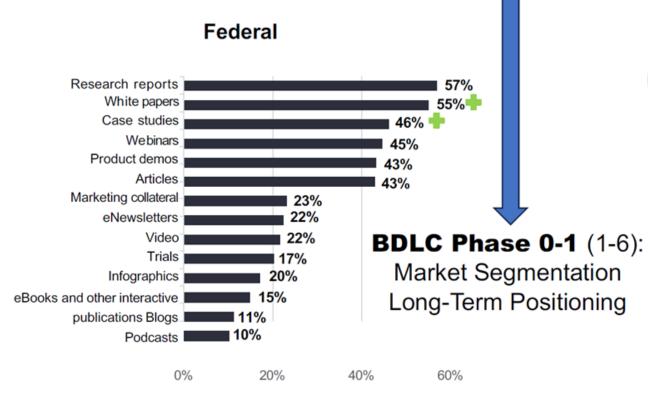


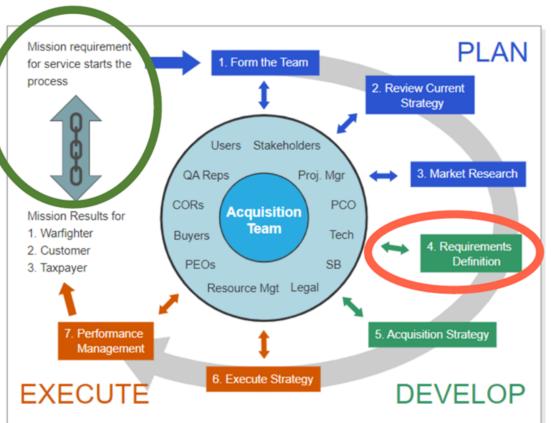




From Allan Rubin & Guy Timberlake's GAIN session

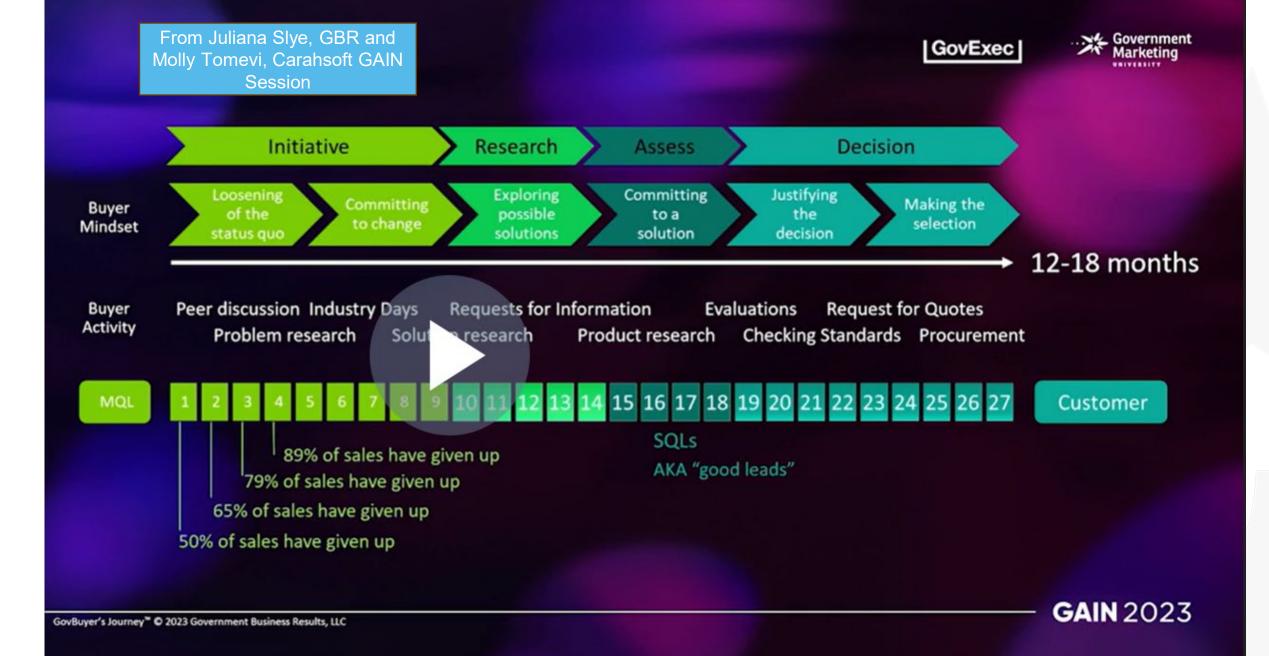
Educating & Informing in the Buying Process Determining Solutions and Specifications





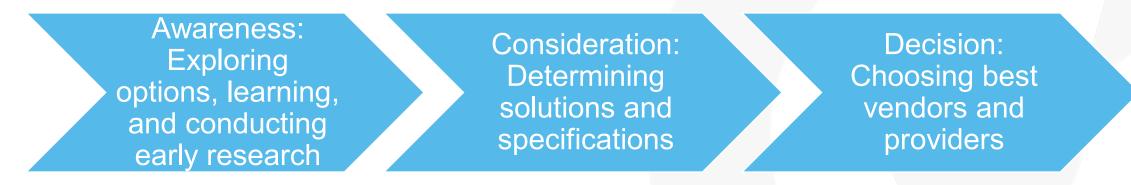






Campaigns, Lead Capture, and Engagement

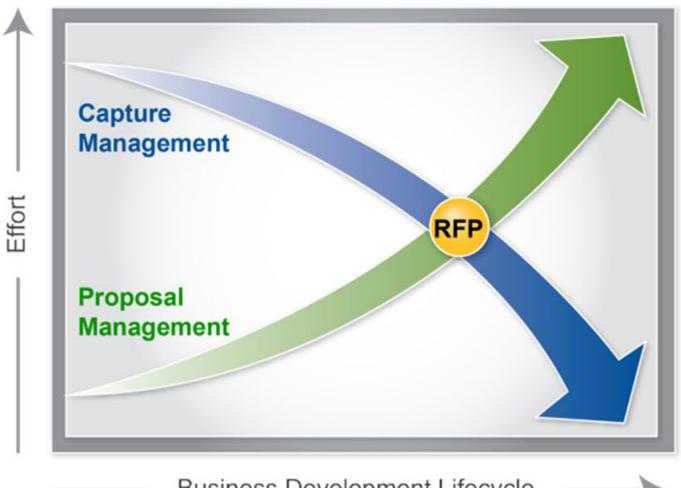
Campaigns to support awareness, leads/targets, engagement, and pipeline across the government buying process



Which Intersects with the Opportunity Lifecycle



When should you bring in the Proposal Manager?



Business Development Lifecycle



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Industry Capture & Proposal Processes

| Gov. Phases | Plan, Program, Budget, P. Dev. | Acq Planning, Req. Deficition | Market Research, Finalize Requirement Pre-Solicitation | Industry Meetings, Draft R | Final RFP R lease | SSEB, Negotiations, Awr b Debrief |
|--------------------|--|---|--|--|---|---|
| Industry Phases | Long Term Positioning | Opportunity Assessment & Early Capture | Capture Development | Pre-Proposal Preparation | Proposal Dev. | Post Submittal Activities |
| Sample Activities | 4 Develop Marketing Campaign 4 Establish Criteria Define new Business Opportunities 4 Build Relationship 4 Target Specific Opportunities & Re-Competes 4 Make Interest Decision and assign Capture Leads | Opportunity 4 Client Interactions & Meetings 4 Understand | 4 Establish Capture core Team 4 Develop Capture Plan & Win Strategy 4 Extend Customer Contacts and meetings 4 Support Client Requirements Analysis, Definition and Refinement 4 Develop Capture/Proposal Budget 4 Develop initial Solutions 4 Collaborate with Client on Potential Solutions 4 Conduct Teaming Discussions and begin lock in ofTeaming Partners | Extend Client Contacts and meetings Develop Proposal Strategy & Team Detailed Proposal Budget & Resources Continue Client Support to refine requirements Finalize Solution Sets Receive, Review and Respond to Draft RFP Proposal Kick Off Meetings Write initial Proposal Packages | Impose Solution Freeze Finalize WBS Write and Finalize Proposal Volumes Conduct Final Green (Cost) Teams Conduct Red Teams Conduct Red Teams Compliance & Legal reviews | Respond to Client Questions & Clarifications (If Required) Conduct Discussions (If required) Conduct Orals (If Required) Respond to BAFO / Revised Pricing (If Required) Prepare & Implement Transition Plan Request and attend Debriefs |
| Sample Outputs | 4 Marketing Campaign Plan 4 Interest / No Interest Recommendations & Decisions | 4 Pursue / No – Pursuit Brief and Decision | Capture Plan Client RFI / SSN Responses White Papers Technical Papers Client Presentations Strategic Hires Preliminary Base Line Solutions / Designs Client Analysis Competition Analysis Teaming Agreements Bid / No Bid Decision | 4 White Papers 4 Technical Papers 4 Client Presentations 4 WBS 4 Final Teaming 4 Proposal Outline 4 Initial Proposal Drafts 4 Initial Pink Team Review | 4 Proposal Delivery | 4 Oral Presentations 4 Final Proposal 4 Negotiate Contract 4 Debrief Report 4 Lessons Learned (Win or Lose) 4 Hold Victory Party 4 Contract Kick-Off 4 Begin Work |
| | | | | | | |



Al in the Business Development Process



Group Discussion

